Bing

Return on Assets (ROA) is a financial metric that measures the profitability of a company in relation to its total assets [1] [2]. It is calculated by dividing the net income of a company by its total assets. The resulting ratio indicates how efficiently a company is using its assets to generate profits [1].

ROA is an important metric for investors and analysts as it provides insight into a company's ability to generate profits from its assets [1]. A higher ROA indicates that a company is more efficient in using its assets to generate profits, while a lower ROA indicates the opposite [1].

I hope this helps. Is there anything else I can help you with?

Source(s)

1. Return on Assets & ROA Formula - Corporate Finance Institute
2. Return On Assets (ROA) Definition – Forbes Advisor
3. Return On Assets (ROA) Definition – Forbes Advisor
4. Using ROA to Judge a Company's Financial Performance - Investopedia
5. Return on Average Assets (ROAA): Definition and How It's Used